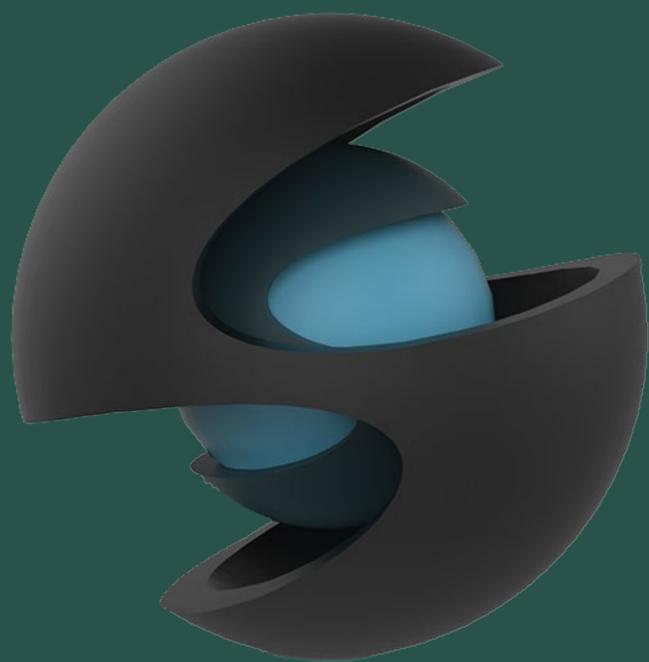


CASE STUDY

How We Increased
Organic Traffic by
300% in 6 Months



DIGIMARK

ABOUT OUR CLIENT

The client is an established accounting firm offering the usual accounting services in their region. The firm's two partners have a vast amount of experience and they have employed a great team consisting of 5 other accountants.

OBJECTIVE

The website was getting traffic but not at the consistently high levels needed to sustain their business goals. Furthermore, though they were ranking for some of their target keywords, their main competitors were ranking higher.

The goals of our client were:



Improve traffic and maintain



Rank in the top three positions for their target keywords

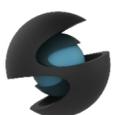


Drive more visits to relevant

CHALLENGES

Upon analysing our client's existing properties, we found the following problems:

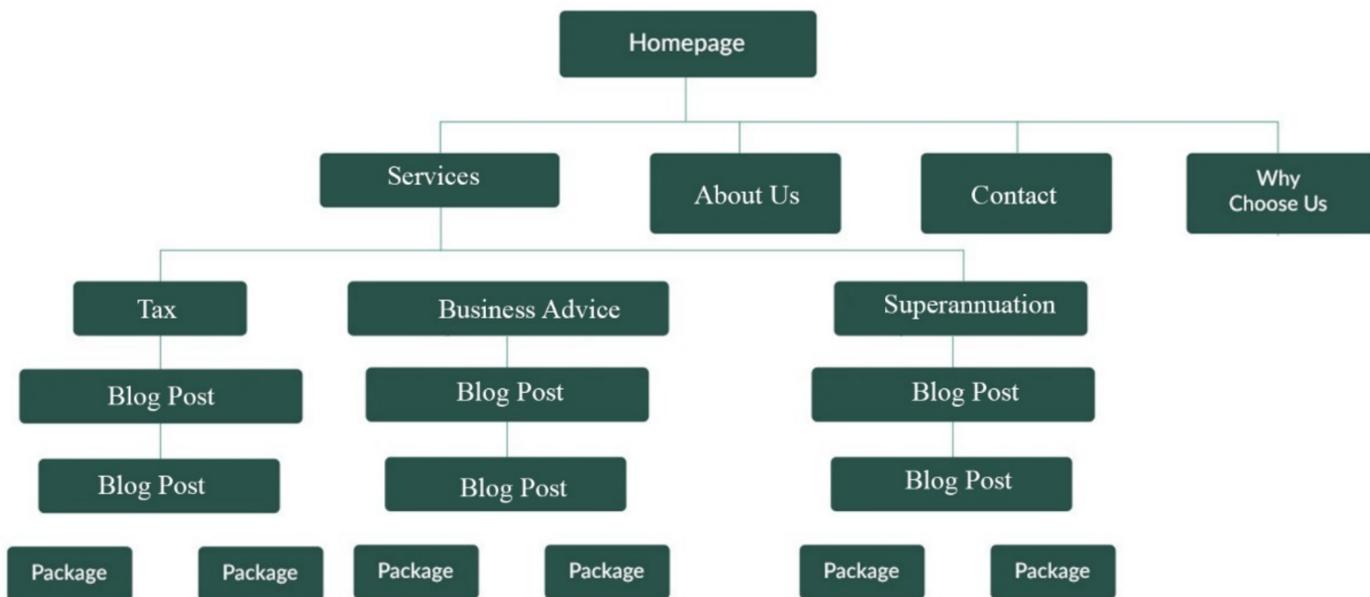
- Target keywords were directing the traffic to the homepage instead of relevant landing pages.
- Competitors have individual pages with good content ranking for the same set of keywords, while the client only has the homepage to rank the keywords.
- There was only one existing page that targets the keyword, but not enough links to establish contextual relevance—pages were linking to the homepage only.



THE STRATEGY

Website Restructuring

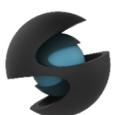
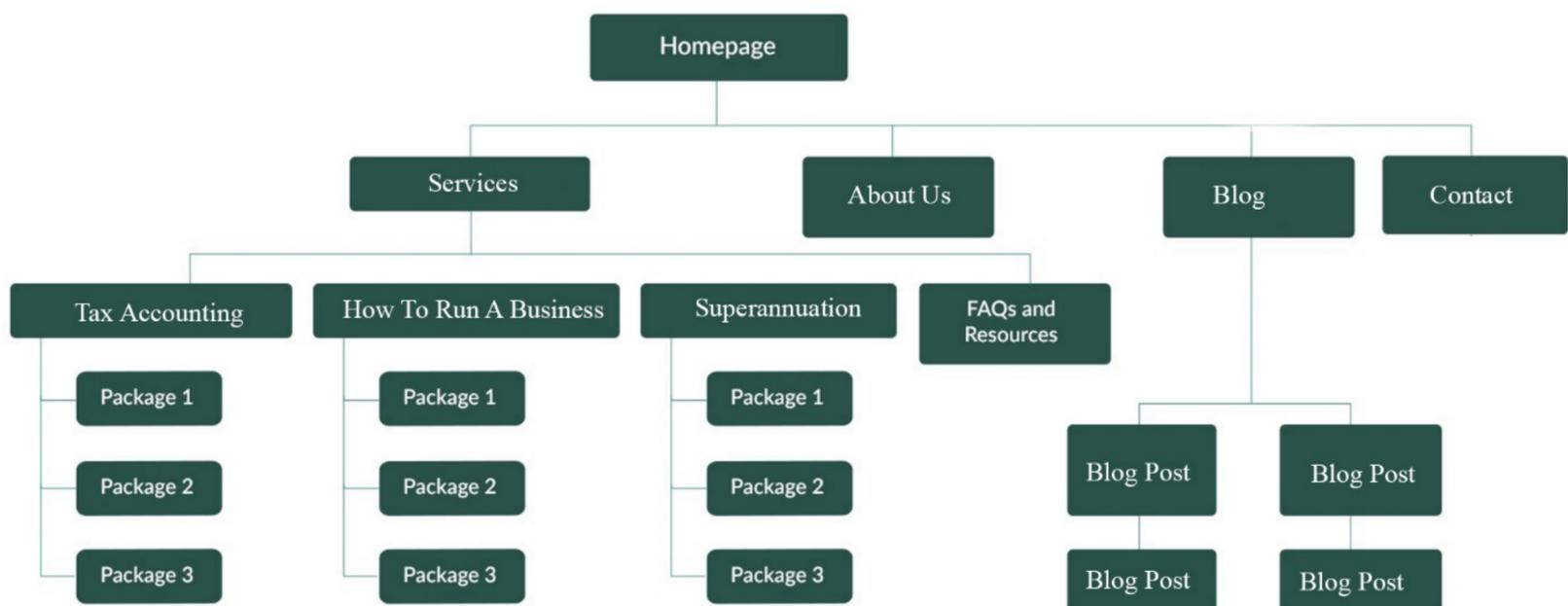
The website structure lacks organisation, which hinders the site from ranking for the target keywords. This is how the initial site structure looks like:



The landing page targeting the keywords for accountant [their city] was too far down the site hierarchy, which explains why it was not getting traffic.

We proposed a new website structure to make the pages more organised and distribute equity from the homepage to the relevant landing pages. This provides a more logical and contextual connection among the pages.

Here is the new website structure:



Internal Linking

The inner pages relevant to the target keywords were losing traffic, as most of the keyword equity directs to the homepage. The new website structure establishes the connection among the landing pages to ensure the homepage does not cannibalize all the rankings for the target keywords.

The target keyword was used in both the homepage and the relevant landing page – long-tail variations on the homepage, and exact match keywords on the landing page

Website Content Creation and Improvement

The content on the homepage was improved to highlight the unique selling point of our client. Some of the existing content about whitewater rafting was transferred from the homepage to relevant landing pages to avoid losing rankings. Some parts of the content were re-written to avoid keyword stuffing.

New pages were also created to provide contextual support to the landing page with the target keyword.

RESULTS

Term & URL	Searches	Type	Start Ranking	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	Current
Tax Accountant XXXX Google.com		🔍	145	100+	95	81	29	12	4
Super Advice XXXX Google.com		🔍	125	100+	65	45	18	7	3
Business Tips XXXX Google.com		🔍	182	85	45	43	14	12	5

From 2,500 monthly visitors to 8,000 monthly visitors, amounting to a growth of **300%**.

Over 100 keywords in the **top 5 positions**.

50 keywords are ranking on **positions 1 to 3**, including the target keyword.

CONCLUSION

Through website restructuring, content creation, inner linking, the client was able to rank for their target keywords and claim the top positions on search results.

